

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3338	100.0%	6.5%	832	100.0%	3.4%	2506	100.0%	9.4%	939	100.0%	5.5%
Sexe												
Homme	832	24.9%	3.4%	832	100.0%	3.4%	0	-	-	219	23.3%	2.5%
Femme	2506	75.1%	9.4%	0	-	-	2506	100.0%	9.4%	720	76.7%	8.8%
Age												
15 à 24 ans	154	4.6%	2.1%	52	6.3%	1.4%	102	4.1%	2.8%	49	5.2%	1.6%
25 à 34 ans	395	11.8%	5.1%	82	9.9%	2.2%	313	12.5%	8.0%	142	15.1%	4.1%
35 à 49 ans	965	28.9%	7.6%	201	24.2%	3.2%	764	30.5%	11.9%	419	44.6%	6.9%
50 à 64 ans	1182	35.4%	9.6%	293	35.3%	4.9%	889	35.5%	14.0%	316	33.7%	7.7%
65 ans et plus	641	19.2%	5.8%	203	24.4%	4.3%	438	17.5%	6.9%	13	1.4%	5.5%
Individu												
Ménagère	2367	70.9%	10.1%	0	-	-	2367	94.5%	10.1%	687	73.2%	10.0%
Personne de Référence	1540	46.1%	5.5%	765	91.9%	3.8%	775	30.9%	9.8%	331	35.3%	3.9%
Responsable des achats	2766	82.9%	7.9%	447	53.7%	3.7%	2319	92.6%	10.1%	754	80.3%	7.1%
PCS Individu												
Agriculteurs	31	0.9%	5.8%	17	2.0%	5.1%	14	0.6%	7.1%	0	-	-
Petits patrons	82	2.4%	4.9%	45	5.4%	3.8%	37	1.5%	7.9%	69	7.3%	4.6%
Affaires et Cadres	192	5.7%	4.0%	55	6.6%	1.8%	137	5.5%	7.6%	168	17.9%	3.8%
Professions intermédiaires	435	13.0%	6.5%	98	11.8%	2.8%	337	13.5%	10.2%	343	36.5%	6.2%
Employés	847	25.4%	10.1%	75	9.0%	3.7%	772	30.8%	12.1%	204	21.8%	11.2%
Ouvriers	345	10.3%	5.3%	182	21.8%	3.6%	163	6.5%	11.7%	11	1.2%	3.1%
Retraités	854	25.6%	6.8%	271	32.6%	4.5%	583	23.3%	8.9%	26	2.8%	10.5%
Autres inactifs	552	16.5%	5.5%	90	10.8%	2.6%	462	18.4%	7.1%	117	12.5%	3.8%
PCS Personne de Référence												
Agriculteurs	60	1.8%	7.5%	15	1.9%	4.1%	44	1.8%	10.5%	0	-	-
Petits patrons	150	4.5%	5.7%	58	7.0%	4.0%	92	3.7%	7.7%	150	16.0%	5.7%
Affaires et Cadres	329	9.9%	4.8%	59	7.1%	1.7%	270	10.8%	8.0%	329	35.1%	4.8%
Professions intermédiaires	459	13.8%	6.1%	102	12.2%	2.6%	357	14.3%	9.9%	459	48.9%	6.1%
Employés	403	12.1%	7.6%	76	9.2%	3.4%	327	13.1%	10.6%	0	-	-
Ouvriers	621	18.6%	6.6%	180	21.6%	3.6%	441	17.6%	9.8%	0	-	-
Retraités	1060	31.7%	7.2%	285	34.3%	4.3%	775	30.9%	9.6%	0	-	-
Autres inactifs	256	7.7%	6.6%	57	6.8%	3.9%	199	8.0%	8.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	576	17.2%	6.1%	140	16.8%	3.5%	436	17.4%	8.1%	84	9.0%	4.9%
2 personnes	1280	38.3%	7.1%	379	45.5%	4.3%	901	36.0%	9.8%	235	25.0%	5.3%
3 personnes	613	18.4%	6.6%	110	13.3%	2.4%	503	20.1%	10.7%	219	23.3%	5.9%
4 personnes	588	17.6%	6.4%	136	16.3%	3.0%	452	18.0%	9.8%	268	28.6%	5.8%
5 personnes et +	281	8.4%	5.4%	67	8.1%	2.8%	214	8.5%	7.6%	132	14.1%	5.3%
Présence d'enfants de moins de 15 ans												
Oui	1019	30.5%	6.5%	200	24.1%	2.8%	818	32.7%	9.7%	439	46.8%	5.8%
Non	2319	69.5%	6.5%	632	75.9%	3.7%	1688	67.3%	9.3%	499	53.2%	5.3%
Habitat												
Communes rurales	767	23.0%	6.6%	176	21.2%	3.1%	591	23.6%	9.7%	171	18.2%	5.0%
Agglo. - 20 000 hab	605	18.1%	6.8%	175	21.1%	4.1%	430	17.2%	9.2%	143	15.2%	5.6%
Agglo. 20 000 à 100 000 hab	521	15.6%	7.6%	116	14.0%	3.5%	405	16.2%	11.6%	144	15.3%	7.2%
Agglo. + 100 000 hab	926	27.7%	6.1%	247	29.6%	3.4%	679	27.1%	8.5%	276	29.4%	5.4%
Agglo. Paris	518	15.5%	6.1%	118	14.2%	2.9%	400	16.0%	9.0%	205	21.8%	5.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	570	17.1%	6.0%	130	15.6%	2.9%	440	17.6%	8.9%	231	24.6%	5.4%
Nord-Pas-de-Calais	223	6.7%	6.9%	65	7.8%	4.3%	158	6.3%	9.3%	55	5.8%	6.0%
Lorraine	147	4.4%	7.6%	38	4.6%	4.1%	109	4.4%	10.9%	31	3.3%	5.5%
Alsace	125	3.8%	8.3%	28	3.4%	3.8%	97	3.9%	12.4%	29	3.1%	5.8%
Franche-Comté	79	2.4%	8.3%	25	2.9%	5.3%	55	2.2%	11.2%	17	1.8%	6.6%
Champagne-Ardenne	77	2.3%	7.0%	18	2.2%	3.5%	58	2.3%	10.3%	17	1.8%	5.7%
Picardie	106	3.2%	6.9%	26	3.2%	3.6%	79	3.2%	10.0%	25	2.7%	5.6%
Bourgogne	96	2.9%	7.0%	24	2.9%	3.7%	71	2.8%	10.1%	17	1.8%	4.9%
Haute-Normandie	79	2.4%	5.4%	20	2.4%	2.8%	59	2.4%	7.7%	21	2.2%	4.8%
Basse-Normandie	77	2.3%	6.4%	18	2.2%	3.2%	59	2.3%	9.3%	19	2.1%	5.8%
Centre	131	3.9%	6.3%	33	4.0%	3.3%	97	3.9%	9.0%	39	4.2%	6.2%
Pays de la Loire	184	5.5%	6.4%	39	4.7%	2.8%	145	5.8%	9.8%	28	3.0%	3.4%
Bretagne	183	5.5%	7.0%	48	5.8%	3.9%	135	5.4%	10.0%	40	4.2%	5.0%
Poitou-Charentes	88	2.6%	6.0%	23	2.7%	3.2%	65	2.6%	8.5%	19	2.0%	4.9%
Aquitaine	171	5.1%	6.4%	34	4.0%	2.6%	137	5.5%	9.8%	47	5.0%	5.7%
Midi-Pyrénées	171	5.1%	7.2%	53	6.4%	4.6%	118	4.7%	9.5%	62	6.6%	7.8%
Limousin	45	1.3%	7.1%	13	1.5%	4.2%	32	1.3%	9.7%	8	0.8%	4.8%
Auvergne	63	1.9%	5.6%	12	1.4%	2.2%	51	2.0%	8.7%	15	1.6%	5.0%
Rhône-Alpes	298	8.9%	5.9%	77	9.3%	3.2%	221	8.8%	8.5%	97	10.4%	5.6%
Languedoc-Roussillon	150	4.5%	6.9%	37	4.5%	3.6%	112	4.5%	9.8%	49	5.2%	7.7%
Provence-Alpes-Côte-d'Azur-Corse	276	8.3%	6.4%	70	8.4%	3.4%	206	8.2%	9.0%	72	7.7%	5.0%
Habitudes de connexion Internet												
Tous les jours	1549	46.4%	5.6%	370	44.5%	2.6%	1179	47.1%	8.7%	647	68.9%	5.0%
Presque tous les jours	460	13.8%	7.6%	113	13.6%	3.9%	347	13.9%	11.0%	150	16.0%	6.2%
1 à 2 fois par semaine	312	9.3%	9.7%	84	10.1%	5.8%	228	9.1%	12.7%	82	8.7%	9.0%
1 à 3 fois par mois	55	1.7%	6.4%	13	1.6%	3.5%	42	1.7%	8.6%	15	1.6%	7.6%
Moins souvent	110	3.3%	8.3%	25	3.0%	4.2%	85	3.4%	11.6%	14	1.5%	11.2%
Jamais	7	0.2%	3.4%	5	0.6%	3.5%	2	0.1%	3.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	154	4.6%	6.6%	32	3.8%	3.4%	122	4.9%	8.7%	8	0.9%	4.3%
De 9 000 à moins de 12 000 euros par an	219	6.6%	6.7%	42	5.1%	3.8%	177	7.1%	8.2%	16	1.7%	6.4%
De 12 000 à moins de 18 000 euros par an	508	15.2%	7.5%	124	14.9%	4.2%	384	15.3%	10.1%	52	5.5%	6.3%
De 18 000 à moins de 24 000 euros par an	521	15.6%	7.1%	150	18.1%	4.3%	371	14.8%	9.6%	87	9.2%	5.4%
De 24 000 à moins de 36 000 euros par an	720	21.6%	6.4%	171	20.6%	3.1%	549	21.9%	9.5%	203	21.6%	5.4%
De 36 000 à moins de 45 000 euros par an	445	13.3%	7.0%	129	15.5%	3.8%	316	12.6%	10.6%	181	19.3%	6.4%
De 45 000 à moins de 65 000 euros par an	353	10.6%	6.1%	93	11.2%	2.9%	260	10.4%	10.1%	213	22.6%	6.1%
De 65 000 à moins de 80 000 euros par an	69	2.1%	4.5%	27	3.3%	2.9%	42	1.7%	7.0%	50	5.3%	4.5%
De 80 000 à moins de 115 000 euros par an	48	1.4%	4.7%	14	1.6%	2.3%	34	1.4%	8.4%	35	3.7%	4.3%
115 000 euros et plus par an	25	0.7%	5.1%	6	0.7%	2.1%	19	0.8%	9.0%	22	2.4%	5.4%
Refus	212	6.3%	6.4%	32	3.8%	2.4%	180	7.2%	9.2%	54	5.8%	4.8%
Ne sait pas	63	1.9%	4.0%	11	1.4%	1.7%	52	2.1%	5.7%	18	1.9%	3.3%